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| A picture containing drawing  Description automatically generated  Strategic Plan 2020-2022  *“Elevating Oklahoma’s association community.”* | | | |
| CONNECT | LEARN | LEAD | VOICE |
| Facilitating opportunities and relationships among members and potential members. | Delivering innovative education and advancing career success. | Serving as a model of excellence in the profession since 1963. | Promoting associations through public and government relations. |
| IMMEDIATE NEEDS (I) Next 6-12 months STRATEGIC PRIORITIES (S) Long Term late 2021 - 2022 | | | |
| **Connections** – Provide unique opportunities that facilitate in-person and virtual networking  Our Holiday Party will be providing networking and instruction on how to make cocktails. | **Meetings & Conference** – Provide a quality meeting/conference experience, evolving to meet member needs and eternal influences. ***Priority:*** *Work with Strategic Partners to innovate the experience of “Meeting Together Responsibly.”*  **#1** | **Resources** – Manage association and foundation assets with prudence. Anticipate dues collection modifications considering the impact of the pandemic on the association community.  Our proposed budget reflects 3 different scenarios showing the potential impact the pandemic will have on OSAE. | **Economic Impact** – Identify and promote the impact of associations regarding employment, economy, spending, and hospitality. ***Priority:*** *Determine how to collect and publicize the data mentioned above to educate all on the impact of OK associations.*  **#2**  ASA has done an economic impact study in the past. We might see about the likelyness of doing another one in the near future. Or we do one on our own. |
| **Diversity** – Provide conversations and platforms to address diversity, inclusion, and equity.  We provided a session in our virtual conference dedicated to diversity and inclusion. | **Learning Platforms** – Provide a mix of virtual and in-person educational opportunities.  We offered an in-person tailgate tradeshow and a virtual part to the conference (education) as well.  We have been offering lots of educational sessions virtually this year. | **Performance** – Rely on the OSAE leadership to advance the profession, maintain viability, and implement the strategic plan. | **Public Awareness** – Inform the public of the roles and importance of the associations in Oklahoma. Offering the OSAE Day at the Capitol as needed.  The Economic Impact Study will go a long way to reaching this goal as well. |
| **Strategic Partners** – Integrate strategic partners in the association community; recognizing the adversity they face and changing needs during pandemic.  We gave all strategic partners a free booth at our tailgate tradeshow. We also just sent them a $100 coupon to be used on anything OSAE for 2021. | **Professional Designations** – Encourage certification, providing resources and considering a CEU tracking tool. | **Volunteer Force** – Engage members through a committee structure aligned with the strategic plan. | **Advocacy Resource** – Serve as a communications conduit to empower members in their government affairs programs by monitoring issues, leveraging resources, collaboration, and vigilance. |
| **Publications** – Maintain quality publications and social media to inform and engage members.  Rev 11/12/2020 | Foundation – Use the foundation to support member success through education and scholarships. | **Community Service** – Facilitate opportunities and events to engage members in community service projects. | **Relationships** – Maintain working relationships with government officials, organizations and persons of influence. |
| **Revenue:** $45,000+/- dues; $38,000 sponsors **Performance Metrics: Committees:** strategic partners task force; (DIE task force?) | **Revenue:** $25,000 conf & webinars **Performance Metrics: Committees:** annual conference, education and meetings | **Revenue:** $0  **Performance Metrics: Committees:** audit, budget, bylaws, nominating, strategic planning | **Revenue:** $0  **Performance Metrics: Committees:** communications and PR |

